

## **Abstract**

The diploma thesis „The comparison of reflection of second highest Czech football and hockey competitions in news service of Czech news agency in 2015/2016“ deals with media coverage of second football league and first hockey league in order to find out how Czech news agency holds the news service for its clients, who rely on its service, in particular season. The thesis also includes the comparison of the way of informing about both competitions. On behalf of the second football league and the first hockey league the thesis maps the production of sport reporters in Czech news agency especially from quantitative perspective. The thesis focuses on analysis of agency service especially on particular periods: a week before the start of the season, the first and the tenth round, a week before the start of spring part of football league and a week before the start of play off's pre-round and also key moments in both competitions.

In theoretical part the thesis briefly reminds the history of both competitions, the development of their game systems and also offers a summary of the most important events of 2015/2016. The thesis also puts forward a profile of Czech news agency as a unit and its sport service.

The thesis analyzes the function of sport service and its sourcing and also quantifies formats of news, other genres and chosen metadata emphasized interpretation of submitted data. Those are put and summarized in tables or graphs for better visibility.

The thesis also analyzes format, scheme, range and sourcing of the news on example of chosen match emphasized on key moments in both competitions. Analytic part of the thesis is terminated by quantification of multimedia contents in pursued period of time in addition to hypothesis of growing multimedialization of news agency. However the main goal of the thesis is to deal with written news, image, audio and video service is secondary.